

## PRESS RELEASE

R-M Automotive Refinish Paints – September 2011

### **THE HONDA CR-Z INTERSECTION - AUTOMOTIVE HAUTE COUTURE BY CARIZZMA by R-M**

Honda and Intersection announce Honda CR-Z Intersection – a contemporary car with more than one look. CARIZZMA by R-M developed a specially mixed custom beige paint. The custom-made tyres/rims will come in two options for Autumn/Winter and Spring/Summer. Complementing the car perfectly are specially tailored seat covers created by the Anglo-Japanese designers Eley Kishimoto.

Haute Couture pur: The intersection magazine, the only magazine in the world dedicated to “style in motion”, has been published in about a dozen countries for over ten years now. The team is fulfilling a long-held dream: a link up with Honda and a joint study in a production car. The Honda CR-Z Intersection demonstrates the magazine’s philosophy in terms of overall design, specific parts and accessories. Discreet lines, elegant colours and a devotion to detail... Customizing on a different level.

The bodywork will show off a specially created beige colour from CARIZZMA by R-M and the custom-made rims will come in two collections – black tyres/rims for Autumn/Winter, and orange tyres/rims for Spring/Summer. This will definitely be an haute couture vehicle!

The Anglo-Japanese brand Eley Kishimoto has created a series of seat covers for the interior that are unlike any others in the world. They feature subtle motifs, adding a “Pop” feel to this coupé, which in itself is a declaration of their Japanese love affair.

The official unveiling of the car took place on September 20th in the Galerie Nikki Diana Marquardt in Paris.

**Web Site R-M :** [www.rmpaint.com](http://www.rmpaint.com)

**CARIZZMA by R-M Website** [www.carizzma.com](http://www.carizzma.com)

<http://www.intersectioncr-z.com>

<http://www.facebook.com/Honda.CRZ.Intersection>



## R-M Automotive Refinish : an important part of BASF Coatings

Under the R-M brand, BASF markets a comprehensive range of automotive refinishing paint systems, focusing on eco-efficient waterborne basecoats and high-solids paints. By using these systems all legal solvent-reduction requirements can be complied with anywhere in the world, and with regard to appearance and resistance, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. R-M Automotive Refinish is approved by most of the leading car manufacturers for aftermarket repair and chosen by the world's most prestigious car companies for its color expertise.

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